We claim:

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- 1. An electrically neutral composition in a form of a water-in-oil or an oil-in-water emulsion, in which droplets of the emulsion on discharge from an aerosol spray device are imparted with a unipolar electrostatic charge, which composition comprises:
 - (a) at least one propellant in an amount of about 2 to about 80% w/w;
 - (b) at least one non-ionic surfactant in an amount of about 0.01 to about 10% w/w;
- (c) optionally at least one oil or solvent within an oil phase of the emulsion in an amount up to about 80% w/w.;
- (d) at least one compound selected from the group consisting of polar, ionic, aromatic, and linearly conjugated, in an amount of about 0.01 to about 80% w/w based on the non-ionic surfactant, but which is such that a theoretical conductivity of the emulsion is less than a bulk conductivity of the emulsion; and
 - (e) water.
- 2. The composition as claimed in claim 1, wherein a difference between the theoretical conductivity of the emulsion and the bulk conductivity of the emulsion is at least about $+0.5 \,\mu\text{S cm}^{-1}$.
- 3. The composition as claimed in claim 2, wherein the difference between the theoretical conductivity of the emulsion and the bulk conductivity of the emulsion is at least about $+4 \,\mu\text{S cm}^{-1}$.
- 4. The composition as claimed in claim 2, wherein the difference between the theoretical conductivity of the emulsion and the bulk conductivity of the emulsion is at least about $+ 6 \mu \text{S cm}^{-1}$.
- The composition as claimed in claim 1, wherein at least about 90% by volume of
 the droplets of the disperse phase within the emulsion have an average diameter of less than about 60 μm.

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- 6. The composition as claimed in claim 5, wherein at least about 90% by volume of the droplets of the disperse phase within the emulsion have an average diameter in a range of about 20 to about 40 μ m.
- 7. The composition as claimed in claim 1, wherein the at least one non-ionic surfactant is selected from the group consisting of mono, di and tri sorbitan esters; polyoxyethylene mono, di and tri sorbitan esters; mono and polyglyceryl esters; alkoxylated alcohols; alkoxylated amines; alkoxylated acids; amine oxides; ethoxylated/proproxylated block copolymers; alkoxylated alkanolamides; and alkoxylated alkyl phenols.
- 8. The composition as claimed in claim 7, wherein the at least one non-ionic surfactant contains at least one group containing at least one C_6 to C_{22} carbon chain, the at least one group being selected from the group consisting of alkyl, allyl and substituted phenyl.
- 9. The composition as claimed in claim 1, wherein component (d) is selected from the group consisting of
- a) alkali metal salts, alkaline earth metal salts, ammonium salts, amine salts or amino alcohol salts of at least one of the compounds selected from the group consisting of: alkyl sulphates, alkyl ether sulphates, alkylamidoether sulphates, alkylarylpolyether sulphates, monoglyceride sulphates, polyglyceride sulphates, alkyl sulphonates, alkylamine sulphonates, alkyl-aryl sulphonates, olefin sulphonates, paraffin sulphonates, alkyl sulpho-succinates, alkylether sulphosuccinates, alkylamide sulphosuccinates, alkyl sulphocinnamates, alkyl sulphocinnamates, alkyl sulphoacetates, alkyl phosphates, alkylether phosphates, acyl sarcosinates, acyl isothionates and N-acyl taurates;
- b) alkyl amidopropylbetaines, alkylamido-betaines, alkylamidosulphobetaines, alkylbetaines, aminimides, quaternary ammonium compounds and quaternary phosphonium compounds;
- 25 c) carboxylic acids, carboxylic acid salts, esters, ketones, aldehydes, amides or amines of carboxylic acids containing from 6 to 30 carbon atoms;
 - d) diethyl orthophthalate, methylphenylcarbinyl acetate, α-methyl ionone, 4-hydroxy 3-methoxy-benzaldehyde, phenylethyl alcohol, dipropylene glycol, styryl acetate, n-butyl benzoate, isopropyl 4-hydroxybenzoate, isobutyl acetophenone, isopropyl acetophenone, nicotinic acid, benzoic acid, 2-napthol, neopentyl benzene, naphthalene, toluene, fullerene,

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tannic acid, t-butylacetophenone, isopropylcinnamte, resorcinol, 4-methoxycinnamalde-hyde, arbutin, 4-acetoxy-3-methoxycinnamaldehyde, 4-isopropylphenol, trans-stilbene, esculetin, p-chloro-m-xylenol, chloro-o-cresol, triclosan, norfenefrine, norepinephrine, hexyl-resorcinol, limonene, methylphenylcarbinyl acetate and p-tert-butyl- α -methylhydrocinnamic aldehyde.

- 10. The composition as claimed in claim 1, wherein component (d) is present in the composition in an amount of about 0.01 to about 30% w/w based on the weight of component (b).
- 11. The composition as claimed in claim 10, wherein component (d) is present in the composition in an amount of about 0.01 to about 10% w/w based on the weight of component (b).
- 12. The composition as claimed in claim 1, wherein the droplets formed on discharge from an aerosol spray device have a charge to mass ratio of at least about $\pm 1 \times 10^{-4}$ C/kg.
- 13. The composition as claimed in claim 12, wherein the droplets formed on discharge from an aerosol spray device have a charge to mass ratio of at least about $\pm 2 \times 10^{-4}$ C/kg.
- 14. The composition as claimed in claim 1, which is an insecticidal composition which contains at least one insecticide in an amount of about 0.001 to about 5% w/w.
- 15. The composition as claimed in claim 1, wherein the oil or solvent is present and is selected from the group consisting of aliphatic, linearly conjugated and aromatic compounds.
- 16. The composition as claimed in claim 15, wherein the oil or solvent is present in an amount up to about 40% w/w.
- 17. A method of enhancing the unipolar charge which is imparted to droplets of an emulsion on discharge from an aerosol spray device, the method comprising forming the droplets from an oil-in-water or a water-in-oil emulsion composition which comprises:
 - (a) at least one propellant in an amount of about 2 to about 80% w/w;
 - (b) at least one non-ionic surfactant in an amount of from 0.01 to about 10% w/w;
 - (c) optionally at least one oil or solvent within an oil phase of the emulsion in an amount of up to about 80% w/w;

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- (d) at least one compound selected from the group consisting of polar, ionic, aromatic, and linearly conjugated, in an amount of about 0.1 to about 80% w/w based on the non-ionic surfactant, but which is such that a theoretical conductivity of the emulsion is less than a bulk conductivity of the emulsion; and
 - (e) water.
- 18. The method according to claim 17, wherein the oil or solvent is present and is selected from the group consisting of aliphatic, linearly conjugated and aromatic compounds.
- 19. The method according to claim 18, wherein the oil or solvent is present in an amount up to about 40% w/w.
- 20. A method of enhancing the electrostatic charge imparted to droplets of a composition in a form of a water-in-oil or an oil-in-water emulsion on discharge from an aerosol spray device in which the composition includes:
 - (a) at least one propellant in an amount of about 2 to about 80% w/w;
- (b) optionally at least one oil or solvent within an oil phase of the emulsion in an amount of up to about 80% w/w; and
 - (c) water;

the method comprising mixing with the composition a non-ionic surfactant and at least one compound selected from the group consisting of polar, ionic, aromatic, and conjugated, in an amount of about 0.01 to about 80% w/w of the compound based on the non-ionic surfactant, and the amount of the compound being such that a theoretical conductivity of the emulsion is less than a bulk conductivity of the emulsion.

21. An aerosol spray device which contains an electrically neutral composition in a form of a water-in-oil emulsion, an oil-in-water emulsion or a single phase composition, in which liquid droplets of the composition on discharge from the aerosol spray device are imparted with a unipolar electrostatic charge, wherein a formulation of the composition and a material of a portion of the aerosol spray device with which the emulsion comes into contact on spraying are selected such that at least one of the following is true:

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- i) a difference in the surface energies between a Lewis base component of the emulsion and a Lewis base component of the material with which the emulsion comes into contact on spraying is at least about $+ 2 \text{ mJ m}^{-2}$; and
- ii) a difference in the surface energies between a Lewis acid component of the emulsion and a Lewis acid component of the material with which the emulsion comes into contact on spraying is at least about + 0.5 mJ m⁻².
- 22. The aerosol spray device as claimed in claim 21, wherein at least one of the following is true: the difference in i) is at least about $+ 5 \text{ mJ m}^{-2}$ and the difference in ii) is at least about $+ 1 \text{ mJ m}^{-2}$.
- 23. The aerosol spray device as claimed in claim 22, wherein at least one of the following is true: the difference in i) is at least about $+ 15 \text{mJ m}^{-2}$ and the difference in ii) is at least about $+ 2 \text{ mJ m}^{-2}$.
- 24. The aerosol spray device as claimed in claim 21, wherein the composition contained therein comprises:
 - (a) at least one propellant in an amount of about 2 to about 80% w/w;
 - (b) at least one non-ionic surfactant in an amount of about 0.01 to about 10% w/w;
- (c) optionally at least one oil or solvent within an oil phase of the emulsion in an amount up to about 80% w/w.;
- (d) at least one compound selected from the group consisting of polar, ionic, aromatic, and linearly conjugated, in an amount of about 0.01 to 80% w/w based on the nonionic surfactant, but which is such that a theoretical conductivity of the emulsion is less than a bulk conductivity of the emulsion; and
 - (e) water.